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# *The Go-ordinator*

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**Regional  
Development  
Working for  
ONTARIO**



THE CO-ORDINATOR

Vol. 7

No. 2

TABLE OF CONTENTS	PAGE
Design for Development: The Toronto-Centred Region Report and Presentation.	3
Design for Development: Niagara (South Ontario) Region: Phase I Analysis.	9
Design for Development: Midwestern Ontario Region: Phase I Analysis.	11
Provincial Views on Regional Development.	13
Federal Regional Development Incentives Act, Designated Region.	13
Branch News.	14
News from the Regions.	16
Offices and Task Force Posts Abroad Department of Trade and Development.	28
Regional Advisory Boards.	30
Regional Reading	31
Regional Information.	34

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## FOREWORD

The CO-ORDINATOR is published by the Regional Development Branch of the Ontario Department of Treasury and Economics.

It has been designed as a medium of communication to outline the processes of provincial planning on a regional basis and to encourage participation by Regional Development Councils, local municipalities, units of regional government, organizations, associations, and the citizens of Ontario.

Its purpose is to inform the many persons and agencies interested in regional development of the most recent reports and activities in this field across Ontario.

## DESIGN FOR DEVELOPMENT: THE TORONTO-CENTRED REGION REPORT

The approach toward a development concept for the Toronto-Centred Region began in December, 1962, when the Ontario Government established the Metropolitan Toronto and Region Transportation Study (MTARTS). In June, 1968, a report entitled Choices for a Growing Region was released. It set out four regional development concepts.

The Government then requested public and private briefs so that the most acceptable regional concept could be chosen and refined. This process overlapped with the province-wide Regional Development Program which began with Design for Development: Phase I, in April, 1966.

An interdepartmental Goals Planning Committee was established to evaluate the incoming briefs and alternative goals plans set out in Choices for a Growing Region.

In October, 1969, the original MTARTS study area was enlarged and the new area was entitled the Toronto-Centred Region. The added portion forms an arc outside the original area and includes Kitchener-Waterloo, Brantford, Midland, Peterborough, Port Hope, Cobourg, and recreation districts to the north and northeast.

The purposes of the report are to establish the Development Concept as a guideline to be followed in all government decisions having an effect on the Region, and to provide a basis for public reaction as to how the Regional Development Concept can be carried out and how the broad proposals contained in it can be made more specific.

The key points of future development policy outlined in the report are:

- (1) develop an urbanized zone from Bowmanville to Hamilton for 5.7 million population by the year 2000 (the structure to be a two-tiered arrangement of cities separated by a parkway belt of open space containing high performance inter-urban transportation and other trunk services); stimulate the eastern corridor to a

- higher growth rate;
- (2) encourage growth in key places to the north (such as Barrie and Midland) and the east (such as Port Hope and Cobourg);
  - (3) try to resolve the growth problem of the Kitchener-Waterloo-Galt-Preston-Guelph area;
  - (4) reserve sizeable districts northeast and northwest of Metropolitan Toronto for open space, conservation areas, recreation and agriculture;
  - (5) carefully encourage selected communities along the northern route between Metropolitan Toronto and Barrie;
  - (6) maintain the Georgian Bay shoreline, Lake Simcoe, Kawartha Lakes, the Niagara Escarpment and parts of Lake Ontario shoreline for conservation and recreation uses;
  - (7) develop a transportation pattern to provide the best possible service for all parts of the Region.

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#### PRESENTATION OF THE TORONTO-CENTRED REGION CONCEPT - MAY 5, 1970

The first "broad brushstrokes of a regional development policy for the dynamic heart of Ontario" were presented by the Hon. John P. Robarts, Prime Minister of Ontario, at the Queen Elizabeth Building, Exhibition Grounds, Toronto, May 5, 1970.

Hon. Charles S. MacNaughton, Treasurer of Ontario and Minister of Economics, and Hon. W. Darcy McKeough, Minister of Municipal Affairs, also spoke at the presentation of the Toronto-Centred Region Report.

To open the presentation, Mr. Robarts outlined the need for comprehensive provincial and regional policies, as well as the background of the effort towards meeting this need.

He said that it is in the Metropolitan Toronto area that urban problems are most severe. "Public and private development schemes have an enormous influence. We must achieve a more planned relationship among these projects," he added.

Summarizing the key points in Design for Development:

The Toronto-Centred Region, Mr. MacNaughton stressed four points:

- First - The various forces that have shaped the Region.
- Second - The fundamental principles and goals used in setting down the regional concept.
- Third - The current growth trends in the region, and the problems which these trends are creating.
- Fourth - The major features of the Design for Development: The Toronto-Centred Region.

Mr. MacNaughton outlined the five basic principles and 12 goals set down "to meet the challenge of providing an adequate concept for both present and future needs."

The principles are:

1. linearity - aligning urban areas in straight paths to provide parallel routes for transportation and servicing;
2. functional efficiency - achievement of complementary rather than competitive political, economical and social relationships in all areas;
3. decentralization - emphasis on the importance of metropolitan centre influence but also a logical distribution of urban places within a metropolitan region. Special attention is given to encouragement of outlying centres to attract their own residents and commuters, thereby relieving excess congestion elsewhere;
4. space conservation - stress on adequate open space and recreational requirements;
5. natural resource conservation - emphasis on the need for careful use of land, water and air.

The 12 goals complementing the above five principles were listed by Mr. MacNaughton. They are as follows:

1. encourage all parts of the Region to achieve their overall potential;



2. preserve unique attributes of the regional landscape;
3. minimize urban use of productive agricultural land;
4. minimize pollution of water and the atmosphere;
5. encourage and maintain a pattern of identifiable communities;
6. provide best possible accessibility for the movement of people and goods;
7. provide essential transportation, water and sewer facilities at minimum cost consistent with overall benefit;
8. maximize opportunities for using specialized services and facilities;
9. develop the region in a manner consistent with the needs arising from long term population trends;
10. develop the region in a manner consistent with emerging and probable technological innovations;
11. develop the region in a manner consistent with the needs arising from social, economic and technological changes;
12. develop the region in a manner that provides flexibility for meeting future needs.

The division of the Toronto-Centred Region into three main planning zones (to which the principles and goals will apply) were described by Mr. MacNaughton:

Zone 1, from Hamilton to Oshawa, and inland to include heavily urbanized areas.

Zone 2, the "commutershed" from which it is possible to travel conveniently (daily) to work in Metropolitan Toronto.

Zone 3, a peripheral section beyond commuting distance but closely linked to the economy of the metropolitan core.

In closing, Mr. MacNaughton re-emphasized the "partnership for progress theme" and said "the report indicates basic considerations for orderly growth, both present and future."



Mr. McKeough discussed the report from the point of view that "we are engaged in the preparation of an official plan for a community." He pointed out that the presentation of the concept was an attempt to provide the kind of guidelines needed by municipalities in the Region, by the Province for co-ordinating its own programs and activities in the Region, and by the private sector.

The stages of formulating the report from the analysis and identification of important development problems in the Region to examination of alternatives and solutions to these problems were described by Mr. McKeough. He explained that the province now intends to use the concept as a set of reference points for considering official plans, official-plan amendments, proposals for subdividing land, and any other applications submitted for approval. He pointed out that the various provincial departments and agencies such as Ontario Water Resources Commission, Ontario Hydro, Department of Highways, Ontario Housing Corporation, and Ontario Development Corporation will have to recognize the development policies for the region and adjust their plans and programs to conform to them.

Mr. McKeough said that fundamental to the emerging partnership between the Province, municipalities, and the private sector, is the need for strong local government. He explained that the local government reform program has three fundamental concepts, regional government, municipal consolidation, and strengthening of the elected municipal council.

"Under this system we will have a hierarchy of plans - that of the province, the regional municipality and the local municipality", he said. Mr. McKeough pointed out that at each level, planning will be more detailed than the plan prepared above.

He suggested that possible means to be fostered in strengthening municipal planning capabilities would include partnership approaches to planning concepts; consolidation of small municipalities into larger, more viable units; and the use of joint planning boards, especially in areas where regional government is not imminent.

In closing, Mr. McKeough said that in the follow-up to the presentation, "we want full local community involvement as expressed through the municipal system and also the larger regional viewpoints to be expressed by Regional Development Councils." He pointed out that once the plan is adopted, "it will require, as do all official plans, amendments to reflect changing circumstances."

In summation, Mr. Robarts indicated that the first action would be to refer the Design for Development Concept to the local level for review, comment, and constructive criticism. He requested that submissions be forwarded by September 30, 1970.

He asked the five Regional Development Councils directly affected (Central Ontario, South Ontario, Midwestern Ontario, Georgian Bay and Lake Ontario) to convene forums to obtain region-wide viewpoints.

"We will begin refining this development concept and incorporate the results of other government studies in this region into it while waiting for comments," Mr. Robarts added.

Approximately 1,400 people attended the presentation, representing all levels of government, as well as the public and private sectors of the region.

The report was tabled in the House the same afternoon by Hon. Robert Welch, Provincial Secretary and Minister of Citizenship.

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Copies of Design for Development: The Toronto-Centred Region and the speeches made at the presentation are available from the Regional Development Branch and the Central Ontario Regional Development Council.

DESIGN FOR DEVELOPMENT: NIAGARA (SOUTH ONTARIO) REGION:  
PHASE I ANALYSIS

Design for Development: Niagara (South Ontario)  
Region: Phase I Analysis was presented at Grimsby High School on June 2, 1970, by Hon. Charles S. MacNaughton, Treasurer of Ontario and Minister of Economics.

This is the first phase of Ontario's Regional Development Program as it relates to the Regional Municipality of Niagara; the Counties of Brant, Wentworth, Haldimand and Norfolk (in the Erie Development Region), and the Town of Burlington.

Mr. MacNaughton stressed three points: the current growth trends in the Niagara Region; the main areas of concern emerging from the analysis; and the goals that will act as guides for preparing Phase II of the plan and for the co-ordinated development of the region.

After receiving comments and criticism from people and officials in the Niagara Region, Phase II (due for completion in the near future) will formulate tentative regional development policies, Mr. MacNaughton explained.

The trends on which planning must be predicated are considered in the report to revolve around continued growth, concentration of growth and redistribution of growth. Major areas of concern include strengthening of the regional economy, improvement of the transportation system, controlled land use, protection of the regional environment, and even distribution of social amenities.

Mr. MacNaughton related the Regional Development goals to the development of the Niagara Region. He said the report has the "important task of supplying the essential regional ingredient to what is an overall provincial planning program." He pointed out that to maintain co-ordination of program planning, potential regional needs were standardized and classified in eight broad functional categories: economic development, transportation and communication, community and regional environment, social and economic welfare, health,



education, public safety, and recreation and culture.

Mr. MacNaughton told the Region he would like to receive comments and criticisms on the report by September 30, in order to ensure their consideration for the Phase II report.

In closing he asked those attending the presentation to consider three questions:

"Do you agree with our selection of problems and needs for the region? If not, which should be de-emphasized or excluded, and which should be added?"

"What comments do you have regarding the priorities set out in this report?"

"What ideas and information of particular significance from a regional or local viewpoint would you add to our assessment?"

Mr. Harold Wills, President of the South Ontario Economic Development Council, was chairman for the presentation of the report at Grimsby High School. He explained that much of the material contained in the report came from information and recommendations on the region submitted to the government by the then called Niagara Regional Development Council and the Niagara Regional Advisory Board.

"Immediately after this meeting, we shall be arranging (some twelve) meetings in all the major centres in this region and we shall then be asking for your comments on this report," Mr. Wills explained.

J.E. Campbell, Chairman of the Regional Municipality of Niagara, introduced Mr. MacNaughton at the presentation and Mayor V. Copps, of Hamilton, thanked the speaker.

Hon. Allan Grossman, Minister of Correctional Services, tabled the report in the Legislature the same evening as the presentation.

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Copies of Design for Development: Niagara (South Ontario) Region: Phase I Analysis are available from the Regional Development Branch and the South Ontario Economic Development Council.

DESIGN FOR DEVELOPMENT: THE MIDWESTERN ONTARIO REGION:  
PHASE I ANALYSIS

Design for Development: Phase I Analysis for the four-county Midwestern Ontario Region was presented in Listowel on July 27, 1970, by the Hon. Charles S. MacNaughton, Treasurer of Ontario and Minister of Economics.

The report is the first phase of Ontario's Regional Development Program as it applies to the Counties of Huron, Perth, Waterloo, and Wellington.

Mr. MacNaughton described the major steps taken in preparing the report: study and review of recommendations from the Midwestern Ontario Regional Development Council, the Midwestern Ontario Regional Advisory Board, universities, various government departments and agencies, and the Waterloo County and Area Planning Board as well as other local groups.

"After you have had an opportunity to study this report in detail, and to help us with suggestions and comments about needs and priorities for the region, we shall return to you with the second phase report of our overall program which will recommend planning solutions and broad development policies," Mr. MacNaughton pointed out.

The general outline of the report was given by three members of the Regional Development Branch, Dr. Richard S. Thoman, Director; Mr. Michael Foster, Chief Co-ordinator; and Mr. Valmore Dumais, Section Head for the Midwestern Ontario Region.

Mr. Dumais reviewed the social and economic problems and conditions which appear to be most important in the Region while Dr. Thoman presented some of the key issues regarding use of the natural environment.

Mr. Foster summarized the eight broad functional goals being used in the provincial program analysis. These include economic development, transportation and communication, community and regional environment, social and economic welfare, public safety, health, education, and recreation and culture. Mr. Foster explained that these goals provide an assessment of priorities among the major needs of each zone of the Region.

In closing, Mr. MacNaughton stressed that the growth prospects for the Midwestern Ontario Region will be influenced by the development of its adjacent regions and by the development of the province as a whole. He said that these considerations must be included in the Phase II report for this and neighbouring regions.

"We are asking you to send one copy of your suggestions to the Midwestern Ontario Regional Development Council, and another directly to me." Mr. MacNaughton added that October 30 would be the date to receive comments and suggestions to insure their consideration for the Phase II report.

Zone meetings will be held in the Midwestern Region throughout September at which municipal officials and interested public will have an opportunity to question technical members of various government departments on the many aspects of the report. A full report of these meetings will be presented in the next issue of the Co-ordinator.

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Copies of Design for Development: The Midwestern Ontario Region: Phase I Analysis are available from the Regional Development Branch and the Midwestern Ontario Regional Development Council.



## PROVINCIAL VIEWS ON REGIONAL DEVELOPMENT

### Provincial-Municipal Conference

"Regional planning in Ontario cannot and will not work unless it is a joint venture between the province, municipalities, and other bodies," Hon. Charles S. MacNaughton, Treasurer of Ontario and Minister of Economics, told delegates to the first Ontario Provincial-Municipal Conference on April 23, 1970.

He asked delegates to criticize the forthcoming first-phase reports on regional development and give the province alternative recommendations on a regional level.

"It will be only after this dialogue has taken place that I will be introducing regional reports that could be called plans because they will include policy proposals."

In answer to the question, "What do we really want out of all this, and what will it mean to the people?" Mr. MacNaughton said that the basis of the program was simply that "we want stronger, more viable community life and the regional development program should help us to achieve it."

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Full text of the speech of the Treasurer on April 23, 1970, is available from the Regional Development Branch.

## FEDERAL REGIONAL DEVELOPMENT INCENTIVES ACT, DESIGNATED REGION

An area of Eastern Ontario, including the towns of Renfrew, Pembroke and Arnprior, and the villages of Bancroft and Barry's Bay, has been designated a special area under federal legislation which also established the Department of Regional Economic Expansion, administered by Hon. Jean Marchand, Minister.

A special area, as defined by the act, is one in which special action is needed to promote economic expansion and social adjustment because employment opportunities are low in the area or in the region it is a part.

Mr. Marchand announced that, in co-operation and agreement with the province, provisions will be made for priority projects to meet the needs of the area. These will include financial assistance, incentive to industry, and social adjustment programs.

The designation became effective April 1, 1970.

#### BRANCH NEWS

The Regional Development Branch has welcomed two new Regional Advisers recently. They are:

MR. L.G. BROWN joined the Branch as Regional Adviser for the Niagara and Lake Erie Regions. Mr. Brown came to Canada from Sussex, England, in 1948 where he was Sales Director of Sussex Motors Ltd. and joined Rootes Motors (Canada) Ltd. as Sales Manager. His duties included setting up of a sales organization in Canada with the appointment of dealers from coast to coast. In 1952, Mr. Brown joined the Federation of Automobile Dealers Associations as Ontario Manager; then in 1954, he started the advertising and public relations firm of L. Gordon Brown Co. which he sold in August 1969 prior to joining the Branch.

MR. MICHAEL DUNNILL joined the Branch as Regional Adviser for the Northeastern and Northwestern Regions. Born and educated in Thunder Bay (Port Arthur), he was in the ministry of the Anglican Church in White River, Cobalt and Gore Bay. During his stay in the latter charge he was active in the Northeastern Ontario Regional Development Council, serving on the Board of Directors for two years, and also on the Executive of the Manitoulin-Espanola Regional Tourist Council. Mr. Dunnill is married and has three children.

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Mr. Michael Dunnill, Regional Adviser for the Northeastern and Northwestern regions, represented the Ontario Government's Regional Development Branch at the "Fourth Annual Conference - National Service to Regional Councils" held in Atlanta, Georgia, this spring.

The following is his report from the conference:

"Be Regionable." Bright yellow buttons with these two words in bold red letters were a familiar sight in Atlanta, Georgia, from March 15th to 18th. The reason was the Fourth Annual Conference of Regional Councils held in Atlanta, attended by some 600 delegates from all corners of the United States.

The four-day program covered such a wide number of topics of interest to the Councils that conference planners found it necessary to hold concurrent sessions on topics such as council structure, organization, program, policies and problems.

It became evident very early in the first day that the American councils differ widely from their Ontario counterparts. The councils in the U.S.A. are federally oriented and cover such fields as government and education on a regional level.

Mr. Allan K. Campbell, Dean of the Maxwell Graduate School, Syracuse University, spoke at the Monday luncheon and acknowledged his reliance on Ontario's leadership on local government review. During the discussion on Rural Regionalization one delegate observed: "Could there be such a thing as regional school boards? Could they really work?"

But as there are differences in the scope of the American counterparts of our Ontario councils, so also there are similarities. Such topics as "Developing Public Awareness", "Voting and Representation System", "The Regional Role in Inner City Problems", and "How to Achieve Citizen Involvement" would be likely topics for discussion in the United States or Ontario. And it was found that the problems voiced at Atlanta were similar to those which are aired throughout this province.

On the matter of "Assessing Your Voting and Representation



System" the same problems exist to the south as we have in Ontario relative to the urban-rural composition of a council.

There was a strong feeling that the importance of the role of the council is enhanced by stressing that the chief elected official (Mayor or Reeve) must be the representative of a municipality on the council. Increasingly, the problem of pollution of air, water and the environment is brought up for discussion, and all councils seem to see the need of solving this on a regional or even larger scale.

Throughout the four days it became very clear that there is **always** a need for public relations, or public awareness. Some **councils** in the U.S.A. hire public relations personnel; however, they call them "Public Affairs" or "Information Service" officers, since the term "P-R man" is somewhat distasteful.

Despite the difference between Ontario's Regional Development Program and the role of Regional Councils in the U.S.A., the similarities in the programs and problems made attendance at this Conference valuable.

#### -NEWS FROM THE REGIONS.

##### EODC - Eastern Ontario Regional Development Council

A Steering Committee of businessmen has been established to study how they can assist EODC in the task of economic planning and industrial growth.

EODC members feel the results will be encouraging and that business will be able to play a far greater part in the overall operation of EODC and the development of the Eastern Ontario Region.

The EODC Annual Spring Conference was held in May, at which time the new board of directors was presented. The new executive of EODC includes: Germain Tessier, Hawkesbury, president; F.E. Ayers, Ottawa, and Rae Grinnell, Ottawa, vice-presidents; R.V. McCarten of Carleton Place, J. Perkins of Perth, Robert Racine of Casselman and John Spence of Ottawa, directors at large. James Keenleyside, Kingston, retained his post as a vice-president.

The Renfrew County Department of Economics has been established with offices in the Town of Renfrew. Purpose of the department is to assist municipalities in the County to achieve proper economic development in all phases. Mr. Wilf Freiday is executive director. The address is 11 Renfrew St., Renfrew, Ontario.

Mr. Paul Kennedy became Industrial Commissioner for the Town of Pembroke as of May 1st. He is formerly of Kingston.

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#### LORDC - Lake Ontario Regional Development Council

Mr. D.W. Kingdon, General Manager of LORDC, stated in his annual report that membership in the Council has reached an all time high. The confirmed membership totals eight counties and 71 individual municipalities.

New members include the villages of Deloro, Frankford, Madoc, and Stirling, 19 townships in the County of Hastings and the township of Glamorgan in the County of Haliburton.

The Council reports that it answered 1,000 individual inquiries regarding tourist information on the region during March. Copies of the Council's new four-colour vacation brochure, published to promote the seven vacation areas in the region, were sent out.

The Lake Ontario Board of Directors was elected at a June meeting with Read Budge remaining as president. New vice-presidents are Reeve Don Rodgers of Stirling, and Reeve Delbert McLaughlin of Colbourne. Wayne B. Wood of

Haliburton is the new secretary-treasurer. Other new members on the Board include Frederick Babcock of Odessa, Frederick Helleiner of Peterborough, J.A. Heenan of Cobourg and J.A. White of Trenton.

A meeting was held at Trinity College School in Port Hope on June 16, to present Design for Development: The Toronto-Centred Region to the people of the area. Part of the Lake Ontario Region, including Port Hope and Cobourg, lies within the Toronto-Centred Region.

Following a slide and speech presentation, municipal officials and the general public had an opportunity to question a panel of technical representatives from various Ontario Government departments on the concept.

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#### CORDC - Central Ontario Regional Development Council

A series of meetings has been held at the local level in the Central Ontario Region to acquaint the people of the region with details of Design for Development: The Toronto-Centred Region.

The main purpose of the meetings was to give the people a chance to ask questions and comment on the report, prior to making submissions to CORDC for presentation to the Ontario Government by September 30, 1970.

Municipal officials and interested members of the public questioned a panel of technical representatives from various departments of the Ontario Government following a slide and speech presentation.

Public meetings were held during June in Brampton, Aurora, Oshawa, Oakville and Toronto. Additional meetings were held for associations and government groups within the region.

CORDC has received renewed support from a number of the municipalities in the region.

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## SOEDC - South Ontario Economic Development Council

Following the release of Design for Development: Niagara (South Ontario) Region: Phase I Analysis, a series of meetings was held throughout the region to obtain comments and criticisms of the report.

At the presentation of the report in Grimsby on June 2, Hon. Charles S. MacNaughton, Treasurer and Minister of Economics, asked the people of the region to make their submissions before September 30. He said that these would then be considered in formulating government policy for the Phase II report to be presented later this year.

Public meetings were held in Welland, Grimsby, Hagersville, Dunnville, Willoughby, Brantford, Hamilton, St. Catharines and Burlington. A slide and speech presentation of the Niagara Report was given.

Municipal officials and interested members of the public were given the opportunity to question a panel of technical representatives from various Ontario Government Departments.

Similar meetings were held in Brantford, June 9, and in Hamilton, June 18, to present Design for Development: The Toronto-Centred Region. Part of Wentworth County including Hamilton and its vicinity and a portion of Brant County including Brantford and vicinity are located within the Toronto-Centred Region.

The SOEDC office has moved to 66 Livingston Avenue, Grimsby.

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## EC-ER - Erie Region Economic Development Council

Communications among the provincial government, regional development councils and the people was the general theme of an address by the Hon. A.B.R. Lawrence, Minister of

Financial and Commercial Affairs, on April 1, 1970, to the Erie Economic Council.

Mr. Lawrence stressed that the regional development process is more complicated today because of the increased responsibility to explain provincial programs and activities and to listen to people's needs and desires.

Congratulations were extended to the Council by Mr. Lawrence on the work it has done and is continuing to do in bringing these reactions to the attention of the province.

Roy F. Bennett, vice president of Finance, Ford Motor Company Canada Ltd., addressed the Council in the early spring on the location of his company's St. Thomas plant in Southwold Township of Elgin County.

In speaking of the impact of government regional planning, Mr. Bennett discussed in depth his belief that three basic steps are necessary to stimulate increased industrial development:

1. determine the types of industry that would thrive naturally in the region;
2. ensure that all the basic services required by such industries are adequately available;
3. ensure that there are no basic deterrents to industry locating in the region.

Government tax concessions and outright grants to industry to locate in under-developed areas have potential dangers, Mr. Bennett said. "Once natural opportunities indigenous to an area have been identified it will normally not be necessary under our free enterprise system for any government to subsidize the development of such industry."

Mr. Bennett said the appropriate industrial environment should include transportation facilities and fresh water, hydro, and gas. Tax structures and rates for services and utilities need to be revised, he said, in order not to deter a firm from locating in a region.

He praised the ARDA (Agricultural and

Rural Development Act) program, the basic objective of which is to increase rural income and employment opportunities through improving the management and use of natural resources and by assisting low income people to utilize resources more profitably.

In closing, Mr. Bennett said that the regional planning concept is a sound one if properly integrated with existing municipal and provincial operations. But he warned that "if we end up with four rather than three levels of government, we will impede rather than improve the industrial development climate".

Design for Development: Toronto-Centred Region was presented to a four-county public meeting in London on May 27, by members of the Regional Development Branch from Toronto.

A presentation of Design for Development: Niagara (South Ontario) Region: Phase I Analysis was held in Simcoe on June 24.

Dr. E.G. Pleva, Chairman, Department of Geography, University of Western Ontario, gave a slide and speech presentation following which municipal officials and interested individuals were given an opportunity to question a panel of government officials on the report.

Membership on the Erie Council this year stands at 59 out of a possible 71 municipalities.

John Hofstetter, Township of Blenheim, was elected president and Gordon Woolner of Wardsville was elected third-vice-president of the 1970 Erie Board of Directors Executive. John McNaughton and Pius Miller continues as first and second vice-presidents, while Terry Ferris remains as secretary and John Krestel as treasurer. C.N. Clarke is past president.

New members on the Board of Directors include: D. Cook of St. Thomas, J.H. Eakins of Strathroy, Peter Laing of St. Thomas, Paul de Planche of Tillsonburg, Edward Hamilton of Mossley, William Martin of Tillsonburg and John Nadalin of Beachville.

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## SCRDC - St. Clair Regional Development Council

The challenges of working toward the full economic and social development of a region were stressed by the new president of SCRDC, Allan B. Cousins, of Wallaceburg, in his acceptance speech.

In-depth examination of collected data and discussions with the people of the region through public meetings will indicate the best possible direction to take, Mr. Cousins pointed out. "We must involve all the people in the St. Clair Region for the plans to be meaningful; people themselves must decide what they really want. By maintaining constant contact with the people of the region we will move forward and maintain our high economic growth rate," he added.

Other executive members of SCRDC include: Fred Cada, first vice-president, Village of St. Clair Beach; Stanley S. Campbell, second vice-president, Village of Point Edward and James McBrayne, secretary-treasurer, Thamesville. Bert A. Logan is past president.

New members on the Board of Directors include: Harry Denker, Chatham; Art Kelly, Leamington; Ken Thompson, Essex-Kent Tourist Council, and Joseph Newman, Cottam.

General Manager W.M. Snider said that the Council has 50 out of a possible 70 municipal members with two new members welcomed recently.

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## MODA - Midwestern Ontario Regional Development Council

Delegates to the Challenge of Progress Conference, the MODA 14th Annual Spring Meeting held in Listowel, May 28, were told that a provincial development "blueprint" should be available in early 1971.

Dr. R.S. Thoman, Director of the Regional Development



Branch, Toronto, said that all 10 councils should receive the first phase of design for development studies this year, with the report for MODA expected in July. This phase is an analysis of the region's social, economic and physical resources, trends and problems, while the second phase will be a conceptual report of how the area should develop to meet the needs which have been identified.

Dr. Thoman explained that all the reports together will form a province-wide program.

In a speech delivered for the Hon. Darcy McKeough, Minister of Municipal Affairs, by Ronald Farrow, head of regional government studies, municipalities were warned to discuss their plans with the Province wherever there might be areas of conflict.

"Each development concept is intended as a planning framework to guide growth and change in the region for the foreseeable future," he said.

Other speakers included: Mr. S.B. Williams, Deputy Minister, Federal Department of Agriculture; Mr. E.A. Clarke, Director, Consultive Services, Ontario Development Branch, Trade and Industry Division, Dept. of Trade and Development.

Mr. Chris George, Dept. of Tourism and Information, Kitchener, presented a travel showcase of the MODA region as presented in the district high schools.

An industrial bus tour was sponsored by the Council, leaving Toronto the morning of June 9th and returning June 10th. Industrialists were given an opportunity to visit a number of centres in the region including New Hamburg, Stratford, St. Marys, Mitchell, Seaforth, Clinton, Wingham, Harriston, Mount Forest, Arthur, Palmerston, Listowel, Elora and Fergus.

MODA's membership is 66 out of a possible 80 members for 1970. New members include New Hamburg, Elmira and Ayr.

David Kilberg is president of MODA for 1970. The executive includes C.L. Roth, Allan F. Ross, Charles Thomas,

vice-presidents; J.C. Hayter, secretary-treasurer and A.R. Hoffer, past president.

New members on the Board of Directors are Clifton Brown, St. Mary's; W.G. Doig, Fergus; T.H. Isley, Breslau; Harold Lobb, Clinton; Mrs. Betty McMillan, Stratford; Ross McPhail, Cromarty; Lorne Murray, Moorefield and Allen Snowe, Arthur.

Design for Development: The Toronto-Centred Region was presented to municipal officials and interested people of the region at a meeting in Waterloo, June 22. A panel of technical representatives of the Ontario Government gave a slide and speech presentation followed by a question period.

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#### GBRDC - Georgian Bay Regional Development Council

Three public hearings were held by the GBRDC to discuss the Niagara Escarpment Study as it affects portions of the Escarpment within the region. Municipal officials and interested members of the public attended the meetings in Wiarton, Thornbury and Mono Centre, in April. Mr. John Spender, Co-ordinator, Special Projects Division of the Regional Development Branch, Toronto, spoke on the sections of the Study affecting each of the areas.

A rural land use and capability study is being carried out under the direction of Dr. William Van Vuuren, University of Guelph, aimed at development of a land use model.

The Council feels this will assist in evaluating alternative ways of reaching rural development goals. Economic evaluation of agriculture, forestry and outdoor recreation are key components of the study.

The entire 1969 Board of Directors of GBRDC was returned to office for the 1970 term at an election meeting held in March. Mr. C. Shmalz, Mr. G. Burton, Mr. H. Tideman and Mr. M. Adamson were elected directors at large.

Meetings were held in Orangeville, Alliston, Orillia,

Barrie, Midland and Collingwood during June to present Design for Development: The Toronto-Centred Region. Municipal officials and interested members of the public questioned a panel of technical representatives of the Ontario Government on the concept, following a slide and speech presentation.

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NORDC - Northeastern Ontario Regional Development Council

New members welcomed by NORDC this year include the Town of Mattawa, and the Townships of Bonfield, Playfair, Barrie Island, Thessalon, Michipicoten (Wawa) and MacDonald, Meredith and Aberdeen.

Timmins, Sault Ste. Marie, Sudbury, North Bay, Cobalt, Sturgeon Falls, Iroquois Falls, New Liskeard, Kapuskasing, Temagami, Smooth Rock Falls, and Thessalon have reported new developments involving new plants, shopping plazas or renewal programs.

Zone meetings were held throughout May and June preceeding the annual meeting of the Council held on July 25.

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## NODC - Northwestern Ontario Regional Development Council

The Times of London, England, recently carried a supplement on Canada with an article on the Northwest written by the General Manager of NODC, A.L. Phillips.

NODC published an advertising message in an issue of The Financial Post, emphasizing new federal incentives to industry. Mr. Phillips also wrote an article for the issue.

The two Thunder Bay newspapers, Times-Journal and News-Chronicle, published special editions on the new city and the Northwest. President Elmer Pine and the General Manager of NODC contributed special articles to the two publications.

In a recent article in the News-Chronicle, Mr. Phillips hailed the establishment of a Northwestern Ontario Development Corporation by the province. He said this "climaxed a five-year effort of regional groups for such a tool to accelerate the economic growth of the larger half of the province."

The General Manager pointed out that the corporation would be administered by a board comprising Northerners making decisions on behalf of their own people.

Robert Groves has been appointed Ontario Trade and Industry Officer at Minneapolis, Minnesota, by the Dept. of Trade and Development. NODC recommended to the Northern Conference of cabinet ministers at Thunder Bay last fall that this section of the province be served by a provincial official in an area contiguous to the Northwest.

A semi-permanent townsite will be built by International Nickel on its Shebandowan Lake property, Hon. Allan Lawrence, Q.C. Minister of Mines and Northern Affairs, has announced.

The site is being developed for production in 1971 and will employ about 350 people. INCO plans to build bachelor-type residences with water and sewer services. Married employees will be required to reside in an already-established community in order to reduce educational, transportation and medical costs.



Establishment of a \$45 million Kraft Pulp and Paper Mill at Fort Frances will provide jobs for 550 people. Ontario-Minnesota Pulp and Paper Co. Ltd., a subsidiary of Boise Cascade Corporation of Idaho, has announced the completion of the mill by late 1971. Anti-pollution equipment will be installed at a cost of 11 per cent of the total cost of the project.

Of 25 Northern Affairs offices to be established by the Ontario Government, nine will be located in the Northwest. The first six are to be established at Thunder Bay, Fort Frances, Kenora, Dryden, Geraldton, and Marathon.

By the end of March, 1971, three more offices will be established at Atikokan, Red Lake and Sioux Lookout. In addition, regional offices will be located in the Northwest and Northeast with one main headquarters in Toronto.

Purposes of the new offices will be to make all services of Queen's Park more readily available to all communities in the North; to co-ordinate and co-relate existing services available to citizens in the North; and to bridge the communications gap between people in some northern areas and the government.

NODC held a mid-year meeting in June, at Thunder Bay. Representatives of the Ontario Government discussed the new Northern Ontario Development Corporation and other recent developments.

Design for Development: Phase II report will be presented by the Hon. Charles S. MacNaughton in Thunder Bay early this fall.

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#### ORDC - Ontario Regional Development Council

At an ORDC meeting held in Toronto on June 23, the new executive for 1970-71 was elected.

John A. Spence of Ottawa is the new president; J.S. Darling, Burks Falls, first vice-president; and

N.C. Clarke, Belmont, second vice-president; D.J. Bucknall of Campden, past president; W.N. Keefe, General Manager of Georgian Bay Regional Development Council, Midland, secretary-treasurer. A.R. Hoffer of Elora and Leo Del Villano of Timmins retained their positions as directors.

#### OFFICES AND TASK FORCE POSTS ABROAD DEPARTMENT OF TRADE AND DEVELOPMENT

The Department of Trade and Development has recently made changes in its offices and Task Force Posts abroad.

A fully established facility is now located in Tokyo; a new facility is now set up in Osaka, Japan, to handle trade and industrial enquiries during the term of Expo 70.

A new task force post has been established in Minneapolis/St. Paul, Minnesota, which the department feels will better service trade and industrial enquiries in the Northwestern part of the United States, particularly as they relate to Northern Ontario. This post became effective as of April 1, 1970.

The department has phased out facilities in Kingston, Jamaica. Responsibility for the Caribbean area will be handled by the office in Atlanta, Georgia.

The West German office has been moved from Dusseldorf to Frankfurt. The department finds this location is more geographically, industrially and commercially centralized. This move was also effective April 1.

Following is a list of all the offices and Task Force Posts abroad:

#### UNITED STATES

R.H. Stapleford,  
Suite 1302, 680 Fifth Avenue,  
New York, N.Y. 10019.

J.B. Lewis,  
Suite 705,  
11 East Adams St.,  
Chicago, Illinois 60603.

H.V. McMurray,  
Suite 1001, 606 S. Oliva St.,  
Los Angeles, California 90014.

J.M. Lappin,  
R. 923 Fidelity Bldg.,  
1940 East 6th St.,  
Cleveland, Ohio 44114.

H.R. Nellis,  
Suite 1834, 230 Peachtree St., N.W.,  
Atlanta, Georgia 30303.

L.M. Cranston,  
755 Boylston St.,  
Boston, Massachusetts, 02116.

R. Groves,  
Chamber of Commerce Bldg.,  
Room 1256, 15 S. 5th Street,  
Minneapolis/St. Paul, Minnesota 55402.

#### EUROPEAN OFFICES

W.T. Thompson,  
Ontario House,  
13 Charles II St.,  
London S.W.1., England.

H.E. Alexander,  
Bockenheimer Landstr.,  
51/53, 6 Frankfrut, Germany.

H. Martinsen,  
Strandvagen 7B.,  
Stockholm, Sweden.

E. Vita-Finzi,  
Via Senato 12,  
20121 Milan, Italy.

P. Samson,  
Government of Ontario, Canada,  
8 Avenue de L'Orre,  
Brussels 1050, Belgium.

G.I. Milford,  
Government of Ontario, Canada,  
Gigergasse I,  
Vienna 1030, Austria.

R.A. Mitchell,  
Government of Ontario, Canada,  
Hotel New Japan, Room 562,  
13-8, 2-chome, Nagato-cho,  
Chiyoda-ku, Tokyo 100, Japan.

J.L. Franks,  
336 Expo 70,  
Suita,  
Osaka 539, Japan.

#### REGIONAL ADVISORY BOARDS

Each of the 10 Regional Advisory Boards is comprised of civil servants from key departments in the Ontario Government. The following list gives the name of the chairman for each board:

EORAB: M. Christie, District Forester,  
Department of Lands and Forests,  
Kemptonville, Ontario.

LORAB: A.E. Walroth, District Forester,  
Department of Lands and Forests,  
322 Kent Street West, Lindsay, Ontario.

CORAB: E.A. Gomme,  
Department of Municipal Affairs,  
801 Bay Street, Toronto, Ontario.



SORAB: J.K. McTavish, Municipal Assessment Division,  
Department of Municipal Affairs,  
233 Colborne Street, Brantford, Ontario.

ERAB: W.M.B. Clarke, District Forester,  
Department of Lands and Forests,  
Kent Street West, Aylmer, Ontario.

SCRAB: A.N. Watson, Agricultural Representative,  
Department of Agriculture and Food,  
61½ King Street West, Chatham, Ontario.

MORAB: J.R. McHattie, Regional Supervisor,  
Department of Tourism and Information,  
355 Ridout Street North, London, Ontario.

GBRAB: J.K. McRuer, Agricultural Representative,  
Department of Agriculture and Food,  
P.O. Box 370, Alliston, Ontario.

NEORAB: M.K. Sowa, Community Planning,  
Department of Municipal Affairs,  
1349A LaSalle Blvd., Sudbury, Ontario.

NWORAB: A.R. Morpurgo, Community Planning Division,  
Department of Municipal Affairs,  
15 Johnson Avenue, Postal Stn. P.,  
Thunder Bay, Ontario.

#### REGIONAL READING

The following publications and reprints are available  
on request from the Regional Development Branch.

#### Design for Development: Phase I

A statement by the Hon. John P. Robarts,  
Prime Minister of Ontario which outlines government policy  
on regional development.

## Five-Year Plans of the Regional Development Councils

A Survey and Regional Development Plan for Eastern Ontario.

Blueprint for Progress - Lake Ontario Regional Development Council.

Regional Development Review 1968, Central Ontario Regional Development Council.

Five Year Program of Action - Niagara Economic Region.

Recommended Program of Regional Economic Development - Economic Council Erie Region.

Five Year Program - St. Clair Regional Development Council.

Recommended Program for Development 1969-1973  
Midwestern Ontario Regional Development Council.

Georgian Bay Regional Plan 1968-1972.

Five Year Development Program Final Report -  
Northeastern Ontario Regional Development Council.

Five Year Development Program Final Report -  
Northwestern Ontario Regional Development Council.

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## Reprints

A letter from Hon. Charles S. MacNaughton, Treasurer of Ontario and Minister of Economics, dated May 12, 1969 to municipalities about membership on Regional Development Councils.

The Ontario Program for Regional Development, Hon. Charles S. MacNaughton, delivered to the House, November 4, 1969.

The Key to Ontario's Potential, Hon. Charles S. MacNaughton, delivered to the Midwestern Ontario Regional Development Council and the Midwestern Regional Tourist Council, November 26, 1969 outlining the Ontario Program for Regional Development.

Ontario's New Regional Development Program, Dr. Richard S. Thoman, Director, Regional Development Branch, a progress report on Regional Development, February 1970.

Remarks by the Hon. John P. Robarts, Prime Minister of Ontario, to the Chamber of Commerce, Owen Sound, on the importance of the Regional Development Program for the Georgian Bay Region, March 3, 1970.

Unlocking the Door, Hon. Charles S. MacNaughton, remarks for presentation of a Strategy for Southwestern Ontario Development, Jarvis, March 17, 1970.

A Strategy for Southwestern Ontario Development, a joint statement by the Department of Treasury and Economics and the Department of Municipal Affairs, Jarvis, March 17, 1970.

Statement by the Hon. John P. Robarts, Prime Minister of Ontario, to the House, April 8, 1970, announcing Design for Development: The Toronto-Centred Region.

Why do we need a Regional Development Program?  
Hon. Charles S. MacNaughton, Ontario Provincial-Municipal Conference, Toronto, April 23, 1970.

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Design for Development: The Toronto-Centred Region, Report and Speeches, May 1970 - outlining the first "broad brushstrokes" of a regional development plan for the Toronto-Centred Region, (the area within a 90-mile radius of Metropolitan Toronto). The speeches are by Hon. John P. Robarts, Prime Minister of Ontario, Hon. Charles S. MacNaughton, Treasurer and Minister of Economics, and Hon. W. Darcy McKeough, Minister of Municipal Affairs.

Design for Development: Niagara (South Ontario) Region:  
Phase I Analysis, June 2, 1970 - the first phase of Ontario's Regional Development Program as it relates to the Regional Municipality of Niagara; the counties of Brant, Wentworth, Haldimand and Norfolk (in Erie Region); and the Town of Burlington.

Design for Development: Midwestern Ontario Region: Phase I  
Analysis, July 27, 1970 - the first phase of Ontario's Regional Development Program as it relates to the Counties of Huron, Perth, Waterloo and Wellington.

#### REGIONAL INFORMATION

Additional information on your Regional Development Council may be obtained by calling or writing the Council in your area. The Council locations are as follows:

EASTERN ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Harry D. Callan, General Manager,  
The Scrivens Building,  
270 MacLaren Street, 2nd Floor,  
OTTAWA 4. 236-9127

LAKE ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Donald W. Kingdon, General Manager,  
Clapper Bldg., 263½ George Street,  
PETERBOROUGH. 742-5986

CENTRAL ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Executive Director,  
15 Yonge Street North,  
RICHMOND HILL. 884-4284

SOUTH ONTARIO ECONOMIC DEVELOPMENT COUNCIL  
General Manager,  
66 Livingston Avenue,  
GRIMSBY. 945-5479



ERIE ECONOMIC DEVELOPMENT COUNCIL  
Douglas A. Fisher, General Manager,  
591 Wellington Road South, Suite 100,  
LONDON. 434-9159

ST CLAIR REGIONAL DEVELOPMENT COUNCIL  
W.M. Snider, Executive Director,  
382 Wellington Street West,  
CHATHAM. 354-5344

MIDWESTERN ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Walter Gowing, General Manager,  
Victoria & Grey Trust Building, Box 608,  
1 Ontario Street,  
STRATFORD. 271-6780

GEORGIAN BAY REGIONAL DEVELOPMENT COUNCIL  
W. Neville Keefe, General Manager,  
311 King St. North, P.O. Box 190,  
MIDLAND. 526-2632

NORTHEASTERN ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Cecil H. Hewitt, General Manager,  
380 Fraser St., P.O. Box 836,  
NORTH BAY. 472-1410

NORTHWESTERN ONTARIO REGIONAL DEVELOPMENT COUNCIL  
Alexander Phillips, General Manager,  
Room 201, News-Chronicle Bldg.,  
THUNDER BAY (P). 344-6111

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The staff of the Regional Development Branch are also available to answer enquiries on regional matters and may be reached by telephone, letter or personal visit by appointment.

Telephone numbers are: 416-365-5451/3

The mailing address is: Regional Development Branch,  
Dept. of Treasury & Economics,  
6th Floor,  
880 Bay Street,  
Toronto 181, Ontario.

The office is on the sixth floor of 880 Bay Street.







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